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THIS LOOKS GOOD

LOCAL MERCHANTS ADVERTISE ALFALFA CAMPAIGN

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A NOVEL METHOD of stimulating thought on alfalfa and in gaining the interest and support of the local press and business men was used in 1927 by the county agent of Cass County, Mo., O. E. Allen. The local paper carried a series of questionnaires on alfalfa growing but the answers, unlike the usual question and answer columns, were found as footnotes to many display advertisements contracted for by the merchants in Harrisonville, the county seat.

The question column was headed "Ask Me Another." A footnote directed the reader to search the advertisements for the answers. Typical questions and answers follow:

(1) *Question:* Why should the fall growth be left on the field?

Answer: Alfalfa should be left for winter protection. It usually winterkills when cut in late fall.

(2) *Question:* How much corn per acre will a 3-ton yield of alfalfa hay equal in feeding value?

Answer: Three tons of alfalfa hay per acre equals 107 bushels of corn per acre when fed.

Other advertisements of merchants also featured, from time to time, announcements of alfalfa day, which was a feature of the campaign, or urged farmers to see the various window displays which were staged by merchants of the town.

This and other educational work led the farmers of Cass County to increase the alfalfa acreage. During 1927, 172 farmers in the county sowed alfalfa for the first time. A 100 per cent report on cards signed by the farmers showed that 2,351½ acres of alfalfa were sown during the year.

